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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
UTILITY PATENT APPLICATION TRANSMITTAL
UNDER 37 CFR 1.53(b)**

Address to: Assistant Commissioner for Patents Box Patent Application Washington, DC 20231	Attorney Docket No.	50R4802
	Inventor(s)	CHANG
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Title of Application:

SYSTEM AND METHOD FOR ESTABLISHING VIEWER SHOPPING PREFERENCES BASED ON VIEWING AND LISTENING PREFERENCES

Transmitted with the patent application are the following:

- 1 Page(s) Transmittal form (plus one copy)
- 16 Page(s) Specification, claims, abstract
- 1 Page(s) Formal Drawings
- 4 Page(s) Declaration and Power of Attorney

EXPRESS MAIL CERTIFICATE

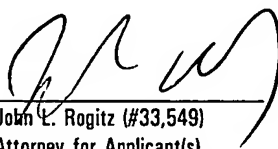
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Date of Deposit: OCTOBER 29, 2001
 Person mailing paper/fee: Jeanne Gahagan

Signature

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Respectfully submitted,


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